



Parent Activity: Group Taste Test Instructions

Milk Challenge

Supplies Needed

1% milk in the original container

2% milk in the original container

2 color/patterns of small (3 oz.) paper cups

NOTES: - do not use clear cups (difference can be seen) or red cups
 (red is associated with whole milk)
 - do NOT use whole or fat-free (skim) milk

trays (optional)

Handout: Mooove Cow Card/other appropriate handout

Taste Test Instructions For A Group

Low-fat dairy products have the SAME amount of calcium as whole milk dairy products and taste good. In blind taste tests, 9 out of 10 people like the taste of 1% or fat-free (skim) milk. The Milk Challenge is an easy way to demonstrate to a group of people (parents/grandparents/caregivers/their families) that most people can't tell the difference between 2% and 1% milk.

Prior to activity

Keep milk refrigerated. Disguise the original containers of milk by covering the labels and caps. Set up your demonstration area with one set of cups next to one container, and the other set (which should have a different color or pattern) next to the other, so that you will consistently pour the same milk into the same color cup each time. Do not leave the demonstration area unsupervised. You may want to pour the milk in the kitchen rather than disguise the original milk container. Be sure your pourer knows which cups should be used for each type of milk.

1% or Less Milk



This activity can be done with the entire group taking a taste or with the group watching 1 or 2 participants trying to guess which milk has less fat. Either way, the group will see that it is hard to tell which milk is which, and that tasters like the taste of low fat (1%) milk.

Explain to your participants that they are going to be taste testing different kinds of milk today (do NOT tell them at this point that you only have 2% and 1% milk). Ask the participants what kind of milk they usually drink at home (whole, 2%, 1% or fat-free) and if the entire family drinks the same kind of milk. Pour a small amount of each type of milk for each participant. Give each participant both types at the same time, so they can compare them. (Do not pressure anyone who is not a milk drinker to participate, as they may negatively affect the attitudes of others taking the test.)

After the participants sample the milk, ask them to tell you which milk they like better and which one they think has less fat. Reveal the actual contents of the different cups of milk. Emphasize to the participants that just as they were unable to tell which milk was which, often family members will be unable to distinguish between 2% and 1% milk. If participants are using whole milk, encourage them to switch first to 2%, and wait a few weeks before moving to 1% milk.

Ask participants if they know how 1% and fat-free/skim milk are made. Many people think that fat-free or low-fat milk is made by adding water to whole milk. At milk processing plants, *all* fat is removed from *all the milk*. In order to control the fat content of milk, fat is then added back to the skim milk to produce low-fat (1%), reduced fat (2%), or whole milk. Review that low-fat milk has the same nutrient content as whole milk, just the fat portion is taken out. Many people can't taste any difference between whole milk and skim milk.

Other Options

Another good activity to do with a group, either separately or as part of the Milk Challenge, is the **Fat in Milk Display**.